

MEMBER HIGHLIGHTS



FEBRUARY 2011

TMA March Meeting ~ Help Tell Legislators That "Minnesota Works Here!"

Join us for the 2011 Hospitality & Tourism Day at the Capitol on Wednesday, March 9 at the Best Western Kelly Inn and the State Capitol in St. Paul, MN. This one-day industry event brings together industry operators with a collective voice to advocate for the hospitality & tourism industry to legislators. With 30% of the legislature newly elected, it's a great time to share the hospitality industry's concerns and positions on key issues affecting our businesses. And it's a great time to tell legislators how important hospitality is to the state. With 261,000 jobs, "Minnesota Works Here!" Day includes detailed briefing materials and handouts for your legislators, presentations by government officials, a boxed lunch and admission to the afternoon reception. Let Elaine know if you are interested in attending.

Explore Minnesota Tourism Awards! ~ Congratulations to Duluth & Bloomington!

Awards are given annually to note creative, successful tourism marketing programs by Minnesota communities. Recipients of this year's Travel Marketing Awards of Excellence included the Ely Chamber of Commerce and **Visit Duluth**. Marketing Awards of Merit were presented to **Destination Bloomington** and the Caledonia Area Convention and Tourism Bureau. Congrats to all the winners!

2011 Fishing Opener in Grand Rapids!

The 63rd Minnesota Governor's Fishing Opener has been awarded to the Grand Rapids area. The annual event, which promotes fishing and tourism in Minnesota, will be held May 13-14, 2011. It will be based at Ruttger's Sugar Lake Lodge, with fishing on Pokegama and other area lakes. Grand Rapids last hosted the Governor's Fishing Opener in 1999.

The Governor's Fishing Opener has been a tradition in Minnesota since 1948. The event was designed to promote the development of Minnesota's recreation industry, and in recent years, it has served as a [kick-off celebration for the summer tourism season](#). Media from throughout the region attend the event, resulting in significant publicity for the host community and Minnesota. Having our TMA Purple Guides available at Travel Information Centers around the State for the Fishing Opener is a great way to bring attention to tourism in Minnesota.

We have lots to talk about at our next meeting, and want to hear from you about your Winter. Bring a friend or business acquaintance and let's get ready for SPRING. Register now for the **February 9 TMA meeting. Lunch count must be in by Monday, so don't put it off. Email Elaine at administrator@tourmn.org **NOW!** See you there,
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